



SUCCESS STORIES

PK

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Livelihood Support

Fighting Poverty by Rearing Livestock



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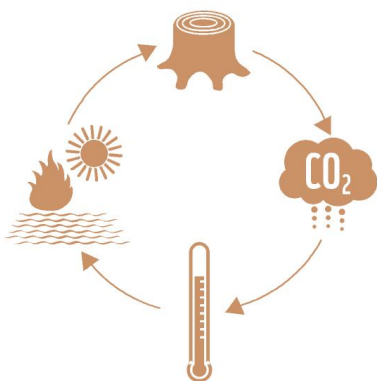
Donor: Community Development Program (CDP), Planning and Development Department, Government of Sindh

Project Title: Integrated Approach to Skill Development and Provision of Sustainable Livelihoods in Chotiari, Sanghar

Impoverished communities living around the Chotiari Reservoir, Sanghar district, where sand dunes are abundant, are completely dependent on fishing and farming for their livelihood. Unfortunately, depleting fish stocks and lack of adequate water for agriculture has made it difficult to support themselves and their families.

Men go out to earn a decent livelihood while women remain home, being responsible for household chores as well as taking care of children. Families wake up early in the morning and sleep late at night, and are busy in their day to day survival. Women of the community are deprived of basic amenities, particularly health and have negligible income generation opportunities. Poverty has adversely affected the health of not only women but children and the elderly. Children suffer from various diseases due to lack of nutritious food and physically weak women are often not able to feed their newborn babies. To bring a positive change in the lives of this community and to improve health conditions, WWF-Pakistan with the financial support of the Community Development Program (CDP), government of Sindh provided heifers to these women. The heifers have built up the asset base of families and helped them meet their nutritional requirements. In addition, this intervention has helped in decreasing pressure on natural resources as dung of heifers is used as a fuel for cooking in households.

Forty years old Adan from Chotiaryion village, Sanghar has a large family and her husband could not afford to purchase milk for their children due to high prices. Now, they have a cow which produces two and half kilograms of milk per day, which caters to the need of the family. She added that she saves around PKR 280 daily by selling that milk in the local market or to her neighbours. According to Suleman Kunbhar, Adan's husband, the current market rate of the cow is around PKR 40,000 to 45,000, which was purchased at PKR 25,000. Kunbhar further



explained that now that they have enough milk for their children they are able to generate some income, which is used to purchase vegetables or grocery items from the market. They also use milk in preparing tea for family members. With financial assistance from the CDP, WWF-Pakistan initiated an 18-month project titled Integrated Approach to Skill Development and Provision of Sustainable Livelihoods in Chotiari, Sanghar. One of the major interventions of the project aimed to decrease the poverty level in target villages through the provision of livestock to less privileged women. Under this project, 325 heifers were provided to them.

WWF-Pakistan believes that women are capable and well informed managers of natural resources, including resources such as livestock. The provision of alternatives livelihoods and awareness can help reduce pressure on depleting natural resources and extend support in the protection of rich biodiversity.



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Sustainable Livelihoods Goal

Promote sustainable livelihood through skill development and provision of alternative livelihood